

Message Text

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ACTION NEA-09

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FM AMEMBASSY CAIRO

TO SECSTATE WASHDC 7200

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E.O. 11652: N/A

TAGS: BCOM JO

SUBJ: FY 75-76 COMMERCIAL PROGRAM FOR ARAB NEAR EAST

REF AMMAN 3265

BEIRUT FOR RTDO

1. EMBASSY IS IMPRESSED WITH THE THOUGHTFUL COMMENTS IN REFTEL, AND CONCUR IN MOST OF THE ASSESSMENTS AND SUGGESTIONS MADE BY MRO KILLOUGH. WE WOULD LIKE, HOWEVER, TO REGISTER THE FOLLOWING RESERVATIONS;

A. THERE IS NO LACK OF INTEREST IN US PRODUCTS AND TECHNOLOGY IN THE AREA. THE DIFFICULTY HAS BEEN, AND IS LIKELY TO REMAIN, GOVERNMENTAL RESTRICTION OF ONE KIND OR ANOTHER, MAINLY THE LACK OF FOREIGN EXCHANGE.

B. WHILE THIS SITUATION MAY ALTER WITH THE EVENTUAL ESTABLISHMENT OF US AID PROGRAMS, THIS WILL STILL NOT RESULT IN THE SORT OF OPEN MARKETPLACE THAT REFTEL APPEARS TO ENVISAGE.

C. FOR THIS REASON, THE HORIZONTAL MISSIONS PROPOSED FROM INDIVIDUAL CITIES WOULD PROBABLY BE PRODUCTIVE ONLY TO THE EXTENT THAT THEY WERE INVESTMENT RATHER THAN EXPORT ORIENTED.

D. BY THE SAME TOKEN, VERTICAL PRODUCT AND TECHNOLOGY MISSIONS, TO ACHIEVE MAXIMUM EFFECTIVENESS, WOULD PROBABLY HAVE TO BE DESIGNED TO FALL WITHIN WHATEVER PARAMETERS ARE ESTABLISHED FOR UNCLASSIFIED

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FUTURE AID PROGRAMS.

2. WITH THESE CAVEATS IN MIND, THE EMBASSY CONTINUES TO BELIEVE THAT SIGNIFICANT BUSINESS OPPORTUNITIES FOR US FIRMS WILL DEVELOP IN EGYPT WITH THE PASSAGE OF TIME. TRADE MISSIONS OF THE TYPE PROPOSED ARE ONE MEANS OF SECURING THESE OPPORTUNITIES, AND, AS LONG AS THE EMBASSY RETAINS THE RIGHT TO DETERMINE WHICH ONES SHOULD COME, ARE VERY WELCOME HERE.
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